ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF MARKETING

EXAMINATION PAPER

COURSE CODE	:	CMA203
COURSE TITLE	:	RETAIL MARKETING
DURATION	:	3 Hours
DATE	:	07 FEB 2022

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer any **FOUR (4)** questions.
3. Begin each question on a new page.
4. The number of marks for each question or part question is shown in brackets [ ]

Question 1

1. Reid Hoffman (Co-Founder, LinkedIn) "Before visiting a mall or a shop, the first question that arises in consumers' mind is, "How far do I have to walk/drive?" based on this what is the Importance of Location in Retail Business. **(25 marks)**

Question 2

a. What is non store retailing? **(15 marks)**
b. Discus any 2 factors (models) you would use to do market factor analysis for a strategic retail plan **(10 marks)**

Question 3

a. Brieflyoutline any 3 ways of doing a Micro Location Evaluation. **(15 marks)**
b. Discuss any 4 objectives of store layout and design. **(10marks)**

Question 4

Why is it important for a new retailer to understand The Science of Colours in Retail?

(25 marks)

Question 5

Why is it important for retailers to understand the retail Consumer's Decision Making Process?

(25 marks)

END OF PAPER